



THE Living Analytics Research Centre (Larc) — a collaboration between Singapore Management University (SMU) and Carnegie Mellon University — is holding an Open House for the public this Wednesday from 1.30pm to 5.30pm at SMU Concourse.

The exhibition will showcase research and project demos on behavioural and social network analytics, such as the Palenteer System for real-time social media monitoring and analytics, the Dynamic Experience Management application for theme park and leisure settings, and new Consumer Analytics concepts and applications for the telecoms industry.

The phrase "Living Analytics" was coined in July 2009 by Professor Steven Miller (above), Dean of SMU School of Information Systems and the university's Vice Provost of Research, and Professor Ramayya Krishnan, Dean of the Heinz College, Carnegie Mellon University.

The term emphasises the interactions with people and the phenomenon of feedback, with change over time.

"The analytics are 'living' because the

data we work with are the byproducts — the digital traces of everyday social and consumer living, and because the feedback or recommendations that goes back to users affects their social and consumer living," says Prof Miller.

Another major analytics project at SMU is the LiveLabs Urban Lifestyle Innovation Platform, which brings together mobile users, the use of mobile devices for consumer and social sensing, and "context-aware" analytics.

The LiveLabs testbed is now up and running at the SMU campus. The LiveLabs team is in the process of working with Changi Airport to explore how LiveLabs capabilities can be used in future airport facilities.

In response to growing industry demand for people trained in analytics, SMU recently launched a university-wide Analytics as 2nd Major for its undergraduates with concentration tracks in Marketing Analytics, Operations Analytics, Accounting Analytics, Urban & Regional Analytics, and Advanced Technology for Analytics.